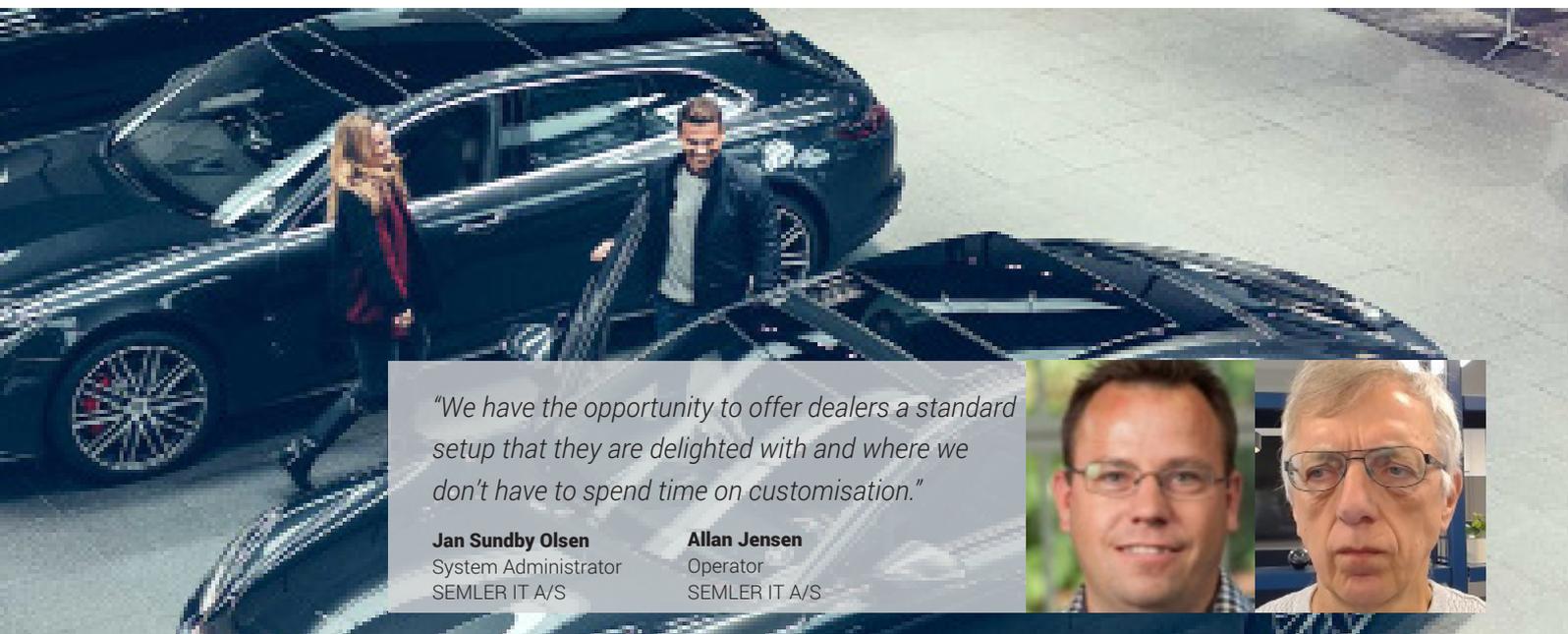


Standard setup makes it easy for us to onboard new dealers



"We have the opportunity to offer dealers a standard setup that they are delighted with and where we don't have to spend time on customisation."

Jan Sundby Olsen
System Administrator
SEMLER IT A/S

Allan Jensen
Operator
SEMLER IT A/S



About the company

The SEMLER Group handles the import, retail sale and leasing of luxury cars, as well as the sale and service of agricultural machinery. The group employs over 2,400 people and is organised into five divisions. The company was founded in 1917 and has approximately 140 dealers. SEMLER has used Lasernet since 2018 – first in collaboration with Dynamics 2012 and then with Dynamics 365 FO. Semler's ERP partner is Columbus.

Results

- Custom documents that support the brand identity
- Quick document changes that can be made in-house



See more cases and read more about this case at tabellae.com

Agility is all-important to Semler in the digital transformation towards a standardised IT landscape. Changes in customer segments, products and brands must be embraced in a flexible way – without coding yellow and green. Semler has found the solution for this.

"Before Dynamics 365 FO, we used a main-frame system, and the two systems are worlds apart. Our skilled ERP house advised us to run Standard Software for output management to minimise complexity. Today, we can offer dealers a standard setup so we don't have to spend time on adaptation," say Jan and Allan from Semler.

Avoid horror stories with Standard

"Before the implementation, we heard about horror stories where entire departments sat and maintained forms. We would like to avoid that. We quickly figured out that if we had to maintain our 140 dealers, each with 4-5 departments, it would be completely impractical."

Easy to add new groups and develop internally

"Today, our 140 dealers are divided into 2 parallel tracks – own shops make up about half, and external shops that are privately owned make up the other half. If at some point we want to add a new user group, it is easy to copy the environment and run it in parallel."

Standardised onboarding of new users

"The dialogue with our new dealers is easy. The dealer is presented with one invoice layout, one account statement layout, etc. Only the logo

needs to be replaced – the rest is standardised. It means the dealer can be up and running in no time. It is possible to make good proposals containing an explanatory statement, and any potential changes should apply to all dealers at the same time. That is why we now only correct and change the form once or twice a year."

Keep it simple

"For those who are starting out with Dynamics and Lasetnet, we would recommend that you keep it as simple as possible. Make sure the business understands the work involved in changing reports all the time. Create some good standard forms that everyone can use, for example, based on reports that you are already satisfied with. If you want additional special features such as QR codes, overlay/advertising campaigns, it can be done separately for the different companies without the parent company having to do anything."

A broad palette that is easy to use

"We are delighted with Lasetnet. You don't have to have significant prior knowledge of e.g. graphics – I think that is important. The product is very self explanatory and easy to use and maintain. Lasetnet even has many additional features that we don't yet use, such as electronic invoicing and bank transfers. Furthermore, we are considering using it for marketing purposes. We see great opportunities to add service messages to users such as: 'It's now time to change your winter tyres,' etc. Lasetnet is extremely versatile and can be used for many things."